

WOMEN SHEDDING CLOTHES TO OBEY LAWS OF FASHION

Tights Take the Place of Petticoats, Dress Lining and Lingerie.

BACK TO 1813 STYLE.

Shirtwaist and Hobble Revolutionize Garments of the Fair Sex.

Marguerite Mooers Marshall.

A few years ago, when the fashion was to wear a long, flowing gown, the woman who wore such a dress was considered a dandy. Now, however, the fashion has changed, and the woman who wears a long, flowing gown is considered a dandy. The fashion has changed, and the woman who wears a long, flowing gown is considered a dandy. The fashion has changed, and the woman who wears a long, flowing gown is considered a dandy.

It is not surprising that I decided to seek verification and further details—like those I obtained from Morris Aron, who is in charge of a Fifth Avenue establishment and edits a prominent fashion magazine.

Mr. Aron is also secretary of the Dressmakers' Protective Union of America. And I'm going to put his prophecy first, because it is most exciting.

"The woman of the future will wear three garments, exclusive of shoes and stockings. She will wear a union suit, the lower part in the form of tights. She will wear a small corset with comparatively few bones. And she will wear a close-fitting one-piece dress, with a very slight or even no lining. Some women today are wearing only these three garments."

Speechless, I gazed at Mr. Aron, who talked calmly on. "I believe that the underwear industry has fallen of 75 per cent. in the last three years, particularly that part of it which specializes in petticoats. Of course, union suits are more popular than ever, but lace, ruffled lingerie is a drag on the market. The women can't wear it with the present styles and, therefore, they won't buy it. Underwear is dead."

"The change didn't come all at once; in fact, it began at least ten years ago. I think the first thing to go was the flannel petticoat. Furrows, rather than flannels, dictated the decline of this article of wearing apparel, as believed of the last generation. It was an essential in homes where stoves were used for heating and the doors were always cold. With the wide introduction of steam heat and furnaces, the necessity for the heavy flannel petticoat vanished, and so did the skirt. THE KNELL OF THE DRESS LINING."

"The corollary struck the knell of the dress lining. When that immensely popular article came into general use it was discarded. The ladies cut on proper lines would sit contentedly without underclothes or even a fitted lining. They did away with the lining of waist and sleeves, and soon after it was found that unlined skirts could be built."

"Seven years ago the one-piece dress was suddenly called to the front. It had always been worn, of course, but for several years before the tailored suit, with the numerous accessories needed to make it smart, was the most popular informal costume. With the sudden impetus in the wearing of the one-piece dress came a decline in the trade in separate blouses and collars. For the one-piece dress was usually made up with collar and belt attached, to insure quick adjustment and neat finish."

"The collarless blouse, as well as the one-piece dress, had a share in lessening the use of the separate stock," I suggested.

"Surely," nodded Mr. Aron. "The collarless or Dutch neck finish was introduced about five years ago, and made a tremendous appeal to women who were tired of wearing high, tight collars in the daytime. They welcomed the blouse with the low, flat collar attached, or with no collar at all, and stopped buying ribbons or linen stocks and celluloid or whalebone collar supports. At first the collarless blouse was only worn during hot weather, but women became used to leaving their throats uncovered found that they could easily do so during the winter months. Young women with round, plump throats stopped buying collars altogether."

And then Mr. Aron explained the most conspicuous suppression of all, that of the petticoat.

"When the hobble skirt came in, three years ago, the undergarment went out."

he declared, succinctly. "The two were incompatible. Women stopped wearing three petticoats, then decided that two was one too many, then took to tights. Now every sensible woman who makes an effort to be in style and wear a narrow skirt, wears tights under it and nothing else."

"Another reason for the suppression of luxurious underwear is that the eminently practical woman of to-day wants to put her money where it will show. Instead of contenting herself with still lingerie and two new frocks a season, she very sensibly cuts down her lingerie bill and buys four dresses and an extra hat."

"And, by the way," added Mr. Aron, "during the last two or three seasons millinery has been affected by the general movement toward simplification and simplification. Even dress hats, instead of being loaded down with trimmings, have shown a single large plume or a wreath of flowers. Many hats last summer were made up without wire, over a very sheer lining. And the latest thing this winter is the small hat, untrimmed save for a single cockade in front."

"Two years ago the very general adoption of the habit skirt did away with the leather or silk belt. Last summer Parisian women with slight figures left off their corsets."

5.00 Coat Sweater Free!



GETTING GRAY? USE SAGE TEA TO RESTORE NATURAL COLOR OF HAIR.

Says Sage and Sulphur Darkens Hair Beautifully and Ends Dandruff.

Hair that loses its color and lustre, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair, says a well-known local pharmacist. Our grandmother made up a mixture of Sage Tea and Sulphur and kept her locks dark and beautiful, and even today this simple preparation has no equal. Millions of women and men too who value that even color, that beautiful dark shade of hair which is so attractive, use only Sage Tea and Sulphur.

Nowadays we are not bothered with the task of gathering the sage leaves and the mussy mixing at home. Simply

ask at any drug store for a 50 cent bottle of the ready-to-use preparation called "Wyeth's Sage and Sulphur Hair Remedy." Customers like this best because it darkens so naturally, so evenly, that nobody can possibly tell it has been applied. Besides, it contains ingredients which take off dandruff, stop scalp itching and falling hair. No, it isn't a dye or even like it. You just dampen a sponge or soft brush with "Wyeth's Sage and Sulphur" and draw it through your hair, taking one small strand at a time. By morning the gray hair disappears; after another application or two it is restored to its natural color.

What delights the ladies with Wyeth's Sage and Sulphur is that besides beautifully darkening the hair they say it brings back the gloss and lustre and gives it an appearance of abundance.

On account of retiring from the Gents' Furnishing business in my Boston store, I was compelled to take twenty dozen sweaters which were ordered earlier in the season. I am sending these to my New York store, and to each customer ordering suit or overcoat we will include a sweater with the purchase.

SPECIAL! 16-oz. fine wale Blue Serge. Cannot be bought in this city for less than \$25. I am taking orders. Suit to order..... **\$10**

A thousand styles of Worsteds, Cheviots and fine Tweed suitings, to order, in all the popular shades. These goods would sell regularly for \$20 and up. My price, including \$5 Coat Sweater free..... **\$10**

Genuine Johnson's Kerseys, one of the best black kerseys in the market, made up any style overcoat, with or without velvet collar, including \$5 Coat Sweater free. Overcoats to order..... **\$10**

I have 125 pieces of Wanskuk black and blue clay diagonals. These goods are as staple as wheat, and have been sold by me at a price of \$25 since I have been in business; but I have a great quantity at this season, which I am putting in at a price of, including \$5 Sweater free, to order.... **\$15**

Mitchell THE TAILOR 1431 Broadway
FROM BOSTON Corner 40th Street
OPEN EVENINGS UNTIL 9 O'CLOCK—SATURDAYS 10 O'CLOCK

Ludwig Baumann & Co.
America's Greatest Furniture House
35th Block 8th Av. 36th St.
OPEN SATURDAY EVENINGS UNTIL 10 O'CLOCK
Newark, N. J., Store, 49 and 51 Market Street

Continuation of Our Mammoth Clearance Sales
Present Unparalleled Money-Saving Opportunities. Compare Yourself by Comparison That OUR PRICES ARE ALWAYS THE LOWEST

\$25 Quartered Oak Sideboard,
12.84
Golden oak finish, highly polished. Large base with heavy carved top. Large bevelled plate mirror. Two top drawers, one lined for silver; 1 long drawer, 2 cabinets.

\$10 White Enamel Chiffonier,
5.98
Exceptionally well made, white enamel finish; five deep drawers; wood pulls.

SALE OF HIGHEST GRADE ENAMEL STEEL BEDS
Made by the Home Metal Bed Co. of Home, N. Y., makers of the highest grade Enamel Beds in the World. We purchased the entire line, about 400 beds in all, at a price surprisingly low. They are now being sold at a price of fully one-half. All sizes are represented, but only one or two of a pattern.

ANOTHER WEEK OF OUR GENEROUS STAMP OFFER
DOUBLE $\frac{1}{2}$ TRADING STAMPS
ON ALL PURCHASES MADE THIS WEEK

DOUBLE $\frac{1}{2}$ TRADING STAMPS
ON ALL PAYMENTS MADE ON ACCOUNTS DURING THIS WEEK.
You will receive double stamps on your first payment on opening an account. You will receive double stamps on all payments made on account at our office. This applies not ONLY to payments which are due, but is good on any future payments which you are able to make during this week. THIS OFFER DOES NOT APPLY TO MAIL REMITTANCES.

\$5 Continuous Post Steel Bed, \$8 Continuous Post Steel Bed, \$8 Enamel Steel Bed,
2.49 3.89 3.98
Exactly as illustrated: continuous posts, 14-inch, finished with 3 coats of hard baked enamel; has 5 strong filling rods; high gloss finish.
Heavy continuous posts with heavy filling rods; fancy decorated tufted in head and foot. Head 60 in. high. Best baked white enamel.
This beautiful enamel bed has heavy posts and filling. Head is 41 inches high. A new design. Best baked white enamel.

WORLD WANTS WORK WONDERS

RIKER AND HEGEMAN DRUG STORES

The Secret of Popularity



The really interesting thing about much-sought after young women is their ability to make the best of their own charms. To know just when and how to use powders and creams and toilet accessories is a fine art.

To know of a surety the very best kinds to use—that is the secret of the power to attract. First of all, the tint of the powder should blend perfectly with your own flesh tones. Powder that is too dark or too light is plainly noticeable. Riker's Dresden Face Powder is fine, clinging, perfectly tinted, invisible, and is made in six tints to suit every complexion.

Just as a good face powder is a necessity in making the careful toilet, so a good cold cream is needed before the powder is used and afterward to thoroughly remove all traces of it when the day is over.

A small quantity of Riker's Cold Cream spread lightly over face and neck will make the powder adhere more closely and give a softer effect. It will also serve to protect the skin from exposure to the weather.

At the end of the day the powder must be removed from all the little pores, if you would preserve your skin's beauty. At best soap and water can only cleanse the surface of the skin. Riker's Improved Cold Cream, lightly massaged into the skin, gets way down deep into the pores. Then rubbed off with a towel or wash-cloth it brings with it the last vestige of powder as well as the impurities gathered through the day. Thus you may be sure your skin is safeguarded.

After exposure to cold, wind or sun the skin should always be cleansed with Riker's Improved Cold Cream before soap and water are used.

Riker's Dresden Face Powder is recommended to you because it so generously fills all the requirements of a perfect face powder. Made in six tints, it offers you opportunity to exactly match your own flesh tones. These tints are white, flesh, pink, dark pink, brunette and evening. It is very delicately and pleasantly scented.

Riker's Improved Cold Cream is the purest of cleansers—always sweet, no matter how long it is kept. Always effective, making the skin scientifically clean and delightfully soft. Made from purest ingredients only. Tube, 15c; Jar, 25c, 50c, 75c.

The Pleasure of Individual Service

—so rare in most shops—is delightfully revealed in our Beauty Parlors, at 6th Avenue and 23d Street. This personal interest would seem essential in the care of your hands, of your hair, the details of massage. Yet evidently it is unusual. Our patrons claim they would come any distance just to get this "individual treatment" we give them.

On your very first visit to our Beauty Parlors your individual needs are carefully considered and you are then treated accordingly. When you come back—as most every one does for years and years after—you are recognized and your special requirements are remembered and catered to.

Our manicurists, hairdressers, chiropodists, masseuses, each one is an expert with years of experience.

The rooms themselves are so bright and cheery, every bit of work by daylight. And each department is provided with every modern sanitary appliance and every comfort and convenience.

Our Prices Are Reasonable.
Manicuring, 35c Hair Dressing, 75c
Shampoo, 50c and 75c

Special
Gray Switch (all shades), 3 stems, 20 inches long, regular \$12.00 **\$7.98** value.

Beauty Parlors at Riker & Hegeman Drug Store, 23rd St. & 6th Avenue. Hair department also at 15 W 34th Street.

Quick, Simple Relief

for colds, bronchitis, asthma, croup, sore throat, speaker's throat, catarrh, etc., afforded by **Simplex Inhaler**. Invaluable in the nursery. Price 35c, \$1.50 up.

Easy Feet are possible to any one who will properly care for them. George's Corn and Bunions Shields give instant relief. They slip into place and all pain is allayed. Price 10c up.

Johann Hoff's Malt Extract

An ideal food in cases of impaired digestion and faulty nutrition. It supplies many essentials needed for the sustenance of the body, giving strength, renewing vigor, stimulating the appetite. Especially is it valuable for nursing mothers. **25c**

Easy Feet are possible to any one who will properly care for them. George's Corn and Bunions Shields give instant relief. They slip into place and all pain is allayed. Price 10c up.

Candy That Is Good for Little Folks—and Big Folks

The little folks' love of candy is a perfectly natural appetite, and pure candy, in reasonable quantities, they most assuredly should have. All unconsciously, too, they have established for us a standard in candy-making.

One unflinching test of good candy is—the little folks. Candy that is good for them you can be sure is of a quality that will please you. Riker's Perfect Chocolates are "perfect" for the children.

Riker's Perfect Chocolates represent a new achievement in candy-making, pure, wholesome, delicious and moderately priced. A most uncommon assortment of the widest variety. Many flavors that are old favorites, with many new flavors added.



To those who know Riker's Perfect Chocolates they have become a habit. To new acquaintances they are a new delight. Best of all, we can guarantee to you their absolute purity. We know exactly how and where they are made—by Guth of Baltimore and we would take each one of our customers through the Guth factory if we could.

That would be the surest way to convince you that Riker's Perfect Chocolates are the kind you will thoroughly approve at the price. Only by buying them can you know.

Riker's Perfect Chocolates, 60c value—the pound, 39c.

SATURDAY ONLY—40c Worth of Candy for 29c

Take a Box Home for Sunday
Anywhere else you can think of you would pay 40 cents for the box of chocolates which we offer you, Saturday only, for 29 cents the pound.

So unusual is the value in this candy, and so small is the margin of profit that we cannot afford to make this offer more than one day a week. Take at least a pound home for Sunday. **SATURDAY ONLY—40c Chocolates; the pound..... 29**

Protect Yourself

from the cold, biting, winter night winds. A little extra caution will shield you from colds which may lead to gripe, pneumonia, etc. Paper vests, mufflers, lung protectors, chamois vests—these are health insurers in this weather. We have a complete stock, manufactured hygienically from the best materials. These materials are selected by experts—every piece is exactly right. They are manufactured under our direction and supervision, and we know them to be made right. Best of all, for you, they are sold direct, with only a small percentage profit above cost. Only at Riker and Hegeman Drug Stores can you buy Cold Weather Garments of such quality and excellence for such low prices.

Paper Vests—light in weight, easy to wear. Make the body warm and comfortable. All sizes. Usual price 75c. Special price..... **39c**

Chamois Vests—Made of best quality imported chamois skins. Very warm and comfortable. A sure protection in sudden exposures to cold and damp. All sizes for women, men, girls and boys. **\$1.97 up**

Lung Protector—Recommended in the treatment of pulmonary weakness. Various styles and designs. In wool, felt, chamois, etc. All sizes..... **23c up**

Felt Vests—An extraordinary value in these widely used garments. Extra quality felt, warm and serviceable. Special values as long as they last. **From \$1.87 up**

Warm Feet are essential to perfect health in Cold Weather. If you would keep well in these trying months, be sure your feet are dry. Insoles keep the feet warm. So constructed that they act as walls for the soles of the feet, keeping in the body heat and preventing its absorption by the cold shoe soles.

As a protection against wet and dampness, insoles have many advantages. They are convenient, not cumbersome, do not draw the feet, do not overheat them. **Hair Insoles..... 5c the pair**
Cloth and Felt Insoles, 10c
Cork and Hair Insoles, 10c

Cure Your Cold at once, before it has a chance to become worse. There is one sure way to do it and a simple one. Begin taking **Riker's Expecto-rant**. No matter what kind the cough is—the hoarse, rattling cough; the tight, hard one; the terrifying, croupy cough of a child—Riker's Expecto-rant will relieve it.

Trial size, 25c. Family size, 60c.

RIKER AND HEGEMAN DRUG STORES
Telephone your orders to the nearest Riker-Hegeman store.

Riker's Emulsion of Cod Liver Oil, the best known Winter tonic. Bottle, 50c